

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for providing content, comprising:
  - identifying a first user profile corresponding to a first user and a second user profile corresponding to a second user, the user profiles containing at least one content characteristic for a respective user;
  - determining first content characteristics common to at least the first user and the second user based on the first user profile and the second user profile;
  - outputting content including the first content characteristics to the first user and the second user in a first location;
  - detecting movement of the first user from the first location to a second location in which said content is not being outputted;
  - if a third user is present at the second location, determining an amount of time the first user remains at the second location; ~~and~~
  - determining second content characteristics common to the third user and the first user if the first user remains at the second location for at least a threshold amount of time while the third user is present at the second location; and
  - establishing an orientation of the first user and the second user with regards to a first device and a second device, wherein the orientation is utilized to determine at least one characteristic of the first content characteristics common to users oriented with regard to at least one of the first device and the second device.
- 2-3. (Canceled)
4. (Original) The method as described in claim 1, wherein the identified user profiles are at least one of: stored in a centralized database and received from the users.

5. (Previously Presented) The method as described in claim 1, wherein the first and second content characteristics include at least one of: style of content, content author and content performer.
6. (Previously Presented) The method as described in claim 1, wherein the first and second content characteristics include at least one of: output mode of content and content playing device.
7. (Previously Presented) The method as described in claim 1, wherein the content includes at least one of: audio data; visual data including at least one of graphics, pictures and surface covering appearance; aroma; ambient lighting; temperature; and airflow.
8. (Previously Presented) The method as described in claim 1, further comprising establishing a time including at least one of time of day, time of week, time of month and time of year, wherein the established time is utilized in determining the first content characteristics.
9. (Canceled)
10. (Previously Presented) The method as described in claim 1, wherein if the third user is not present at the second location, outputting the content at the second location without delaying the threshold amount of time.
11. (Canceled)

12. (Previously Presented) The method as described in claim 1, further comprising generating a third user profile for the third user, wherein the third user profile is generated by at least one of general demographic information of users present and based on past users encountered.

13-25. (Canceled)

26. (Currently Amended) A system for providing content, comprising:

- a means for detecting a plurality of users at a first location;
- a means for identifying user profiles corresponding to at least a portion of the plurality of users, the portion of the plurality of users including a first user and a second user;
- a means for determining first content characteristics common to the identified user profiles;
- a means for outputting content including the first content characteristics at the first location;
- a means for detecting movement of the first user from the first location to a second location in which said content is not being outputted;
- a means for determining an amount of time the first user remains at the second location if a third user is present at the second location; ~~and~~
- a means for determining second content characteristics common to the third user and the first user if the first user remains at the second location for at least a threshold time while the third user is present at the second location; and
- a means for determining an orientation of at least the portion of the plurality of users with regards to a first device and a second device.

27. (Original) The system as described in claim 26, wherein the identified user profiles are at least one of stored in a centralized database and received from the users.

28. (Previously Presented) The system as described in claim 26, wherein the first and second content characteristics include at least one of style of content, content author and content performer.
29. (Previously Presented) The system as described in claim 26, wherein the first and second content characteristics include at least one of output mode of content and content playing device.
30. (Previously Presented) The system as described in claim 26, wherein the content includes at least one of audio data, visual, data, graphics, pictures, surface coverings, aroma, ambiance, lighting, temperature and airflow.
31. (Previously Presented) The system as described in claim 26, further comprising a clock suitable for establishing a time, wherein the time is utilized in conjunction with the user profiles for determining the first content characteristics.
32. (Canceled)
33. (Currently Amended) The system as described in claim ~~32~~ 26, wherein the determined orientation is utilized to determine at least one characteristic of the first content characteristics common to users oriented with regard to at least one of the first device and the second device.
34. (Previously Presented) The system as described in claim 26, wherein if the third user is not present at the second location, outputting the content output at the second location without delaying the threshold amount of time.
35. (Canceled)

36. (Previously Presented) The method as described in claim 1, further comprising outputting content including the second content characteristics at the second location.
37. (Currently Amended) The method as described in claim 9 1, further comprising establishing a position of the first user with regard to the first device, wherein the position is utilized in conjunction with the orientation to determine said at least one characteristic.
38. (Previously Presented) The system as described in claim 33, further comprising:  
a means for establishing a position of the first user with regard to the first device, wherein the position is utilized in conjunction with the orientation to determine said at least one characteristic.
39. (Previously Presented) The method as described in claim 1, further comprising establishing at least one of an orientation or a position of the first user within the second location, wherein said at least one of the orientation or the position is utilized in determining the second content characteristics.
40. (Previously Presented) The system as described in claim 26, further comprising:  
means for establishing at least one of an orientation or a position of the first user within the second location, wherein said at least one of the orientation or the position is utilized in determining the second content characteristics.